

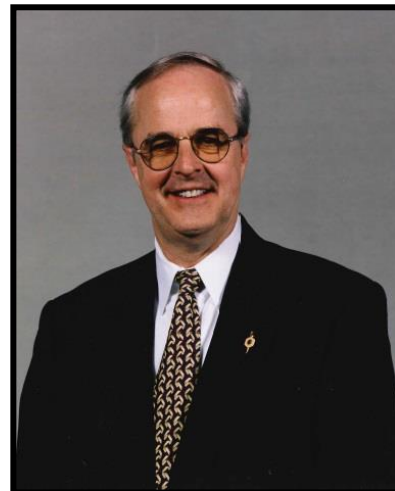


## **Willmoore “Bill” Kendall, CCM**

The Willmoore H. Kendall Scholarship is named in memory of Mr. Willmoore “Bill” H. Kendall, CCM, a past president of the Club Managers Association of America (1998).

Mr. Kendall served as General Manager of Woodmont Country Club in Rockville, Maryland, from 1987 to 1999. Prior to this appointment, he was the General Manager of clubs in Louisiana and Georgia.

A member of the Club Managers Association of America first in 1969, Mr. Kendall earned the Certified Club Manager designation in 1972. He recertified five times, a testimony to his belief in the importance of the professionalism of club management. He was also a member of the CMAA Honor Society.



Bill Kendall graduated from Oklahoma State University with a B.S. Degree in Hotel and Restaurant Management. He did graduate work at Cornell University and Fort Lee, Virginia. His first foray into club management was as a Captain in the Air Force he was manager of the USAF Officers Club at McGuire Air Force Base and Scott Air Force Base (1965-1970).

Mr. Kendall’s extensive list of accomplishments speaks to his dedication to giving back to the industry that he loved. He served on several committees both on the chapter and national level and was nominated to the CMAA Board of Directors in 1992. He was also dedicated to supporting his community, and is a testimony to Mr. Kendall’s joy of giving. He was well-known for his heartfelt openness to mentoring aspiring managers in the industry and encouraging young assistant managers (and new general managers) in their pursuit of professionalism. Kenneth Green, CCM, General Manager, Woodfield Country Club, said “Bill was a selfless individual who regularly placed the needs of others before his own. It was this dedication to assisting others, both in personal and professional development, which made him a magnet for talent.”

He also was known for his sense of integrity and his commitment to keep “ahead of his game,” to be the best that he could be. Kathi Driggs, former Senior Vice President of the Club Managers Association of America said, “He was truly one of a kind. There are few people I know who had the trust and respect that he had – not only from his employees, but also from his members. To his members he walked on water and they cared deeply for him. If I think of a man of honor, Bill would absolutely come to mind.”

When W. H. “Bill” Kendall passed away in May 2001 an endowment was begun, at the request of his family and by his peers that would provide scholarship funds for assistant managers to help them attain their CCM designation. This is a legacy that Bill Kendall would have approved.